GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3273
ANSWERED ON:22.03.2017
Government Advertisements
Siddeshwara Shri Gowdar Mallikarjunappa

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of amount spent by Government on advertisements through print media, electronic media, advertisement boards and other forms of media and the details thereof, department-wise; and

(b) whether any study or assessment has been carried out to ascertain the utility of these advertisements and the benefits accrued from them and if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) The details of amount spent by Government of India on advertisements through Print Media, Electronic Media, advertisement Boards/Outdoor Publicity during 2016-17, till 17.3.2017, are as under:

Advertising Medium Amount (in Rs.)
Print Media 423.77 Crore
Audio Video (AV)/Electronic Media 509.83 Crore.
Advertisement Boards / Outdoor Publicity (OP) 132.91 Crore.

The details of amount spent of Government Advertisement, department-wise for Print, Audio-Video (AV) and Outdoor Publicity are placed at Annexure-I, II and III respectively.

(b) DAVP has empanelled agencies for conducting impact assessment. The same is carried out on the requirement of concerned client Ministries.

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